GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Social Welfare Department – Conducting of campaign activities on the schemes of SW Dept., through Kala Jatha and through other various art forms by the Dept., of Culture – Permission to Director of Social Welfare, AP, Hyderabad to draw and keep an amount of Rs.1,00,00,000/- with the Director of Culture from the available budget - Accorded - Orders – Issued.

SOCIAL WELFARE (SCP.A2) DEPARTMENT

G.O.RT.No. 142 **Dated: 19-04-2016**

Read the following:

From the Director of Social Welfare, AP, Hyderabad letter No. K1/4673/2015, dated 03-03-2016.

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O R D E R:

In the reference read above, the Director of Social Welfare, AP, Hyderabad has stated that an amount of Rs.3,86,24,144/- is available out of Rs.4,45,00,000/- amount released under the Head 2225-01-001-11-01-260-000-PV Advertisements, Sales and publicity expenses etc., up to 3rd quarter during the year 2015-16. Therefore, it is proposed to take up Publicity on various schemes implemented by the SW Dept., (NTR Vidyonnathi, Ambedkar Overseas Vidyanidhi, Skill Upgradation, amended POA Act, 2015, SCSP etc.,) through Kala Jathas, Street Plays, Songs and other local art forms through Dept., of Culture, which has the core competency to design and take up the publicity campaign activities as mentioned. The Director of Culture will conduct workshops with writers, singers, play directors etc., by involving the officers of Social Welfare Dept., and prepare the relevant themes / scripts for Kala Jathas.

2. Therefore, the Director of Social Welfare, AP, Hyderabad has requested the Govt., to accord permission to him to draw and keep an amount of Rs.1,00,00,000/- with the Director of Culture from the available budget of Rs.3,86,24,144/- under the Head 2225-01-001-11-01-260-000-PV to facilitate the Director Culture to take up the publicity campaign activities on various schemes of Social Welfare Dept.,

3. The Government after careful examination of the proposal of the Director of Social Welfare, AP, Hyderabad in detail, hereby accord permission to the Director of Social Welfare to draw and keep an amount of Rs.1,00,00,000/- with the Director of Culture from the available budget of Rs.3,86,24,144/- under the Head 2225-01-001-11-01-260-000-PV to facilitate the Director Culture to take up the publicity campaign activities on various schemes of Social Welfare Dept.,

4. The Director of Social Welfare, AP, Hyderabad shall take action accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

Dr. VIJAY KUMAR
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Director of Social Welfare, AP, Hyderabad
Copy to
The Director of Culture, AP, Hyderabad
SC/SF.

// FORWARDED :: BY ORDER //

SECTION OFFICER